

VARIFORM[®]

VINYL SIDING & ACCESSORIES

The Confident Choice.[®]

Business Development Tools

- **Logos and Templates for Ads •**
- **Advertising Guidelines •**
- **Marketing How-to •**



Expanding Your Business with Marketing and Advertising

The following pages hold the tools to help you jumpstart your marketing and advertising efforts. The program is concise and to-the-point and will provide you with the information to increase your customer base and grow your sales. If you would like to expand your business, read on!

If potential customers don't know about you and your services, they can't buy from the best. You need to get your name and message out to the right audiences to meet and exceed your sales goals. Over the years, marketing and advertising has proven it can help your business grow exponentially, and the following pages hold the tools to help you succeed. With the help of this information, you will be able to develop and deploy your new marketing plan, and in turn, see positive results for your business.

VARIFORM marketing and advertising tools include:

- Information about getting started
- Information regarding different types of advertising/marketing and their benefits
- Details regarding the VARIFORM logo and how it can and cannot be used
- Camera-ready or reproducible art for the VARIFORM brand
- Three templates for newspaper ads
- Two different radio commercial scripts
- Three layouts for Yellow Page ads
- Direct mail suggestions
- Templates for door hangers

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Getting Started...

CD-ROMS

Enclosed are two CD's containing artwork:

- Professional Production CD – this CD has been developed for professional production of all Business Development marketing tools(as shown in the booklet). This CD is compatible with Macintosh Operating systems. Provide this CD to your printer, advertising agency, newspaper or Yellow Page ad designer. The template can be customized with your business information.
- PC Compatible CD – this CD contains all Business Development marketing tools(as shown in the booklet), formatted in a user-friendly Microsoft Word environment. This format allows for viewing, editing, and production. You may edit your template on your PC, save the file to a CD, and take to a copy/print shop for production.

Without a Computer

If you do not have access to a computer, you can still use these marketing and advertising ideas to expand your business. All of the images found on the CD-ROMs are also found in the pages of this booklet. When you have decided on a print ad, take the Professional Production CD to your printer so they can access the ad template and graphics needed to produce your ad.



The VARIFORM Logo

The VARIFORM Logo

A logo identifies a company. It is intended to be immediately recognizable and easily remembered. Detailed information about all aspects of the VARIFORM logo is provided. Also provided are several examples of acceptable use of the logos. It is imperative that the VARIFORM logo stay within these guidelines to provide consistency. By creating consistency with the VARIFORM logo, there will be a greater recognition of the brand, and homeowners will choose VARIFORM over competitors. Also, keep in mind that you will be reimbursed based on the proper use of the VARIFORM logo.



The VARIFORM Logo

The Variform® logo is the official identifier of Variform® vinyl siding and accessories. It is comprised of two parts: The logo and the vinyl siding and accessories tagline. Neither element is to stand alone

Colors

The color treatments shown are not to change. When appearing in color, the appropriate PMS green is Pantone 3298 CV.

A solid black reference is also shown.

Branding

The Variform® logo is comprised of the parts shown at left and is to be represented as illustrated. In order to keep the integrity of our brand the following may not be done:

- *Scaling disproportionately*
- *Tilting*
- *Breaking up elements and reconfiguring*
- *Overlapping or butting any art, photographic or text elements*
- *Varying from color combinations shown*

The Confident Choice® tagline may only be used with the Variform® logo and descriptor.

The Logo & its Usage

1.25" width



Sizes

The Variform® Vinyl Siding & Accessories logo and Variform® Vinyl Siding & Accessories logo with “The Confident Choice®” tagline should never be reduced smaller than 1.25" in width.

This is to insure proper printing reproduction and readability.



Standing Out

When preparing your ad materials it's best to leave a 1/8" border of white space around the logo. This will make your print pieces “pop”, no matter which version of the logos you may be using.

Remember...

The form, typestyle and position of these logo elements should never be altered and must always appear in the proportions shown in this guide.





Newspaper Advertising

Newspaper advertising reaches a large and diverse group of people in a targeted area, and it can be a cost-effective method. Newspapers mainly go to homeowners, which is the group we most want to target. Unlike radio advertising, where you can only broadcast one ad at a time, newspaper advertising allows for more than one ad per issue or even more than one ad per page.

Before committing to advertising, be sure to compare the rates and readership of local newspapers. Sundays generally have the highest readership while Wednesdays (or the day grocery ads are featured) have the second highest. In addition, newspapers are convenient for consumers because they have the ability to refer back to information such as addresses and phone numbers.

Newspapers typically have special sections that may be appropriate for your message such as “Home Improvement Sections” or “The Care and Keeping of your Home”. Visit with your local newspaper representative to see what section works best for you.

Plan Ahead to Handle the Business

Remember to look at the number of impressions your ad will generate so you can handle the volume of calls that might be generated from the advertising you are buying. For instance, if you buy an ad that 100,000 people will see, remember if you get a 1% response rate—that would be 1,000 inquiries about your services. Be sure you can handle the volume of business you may generate prior to committing to an advertising buy with large circulation or impressions included.

Remember...

- Most newspaper subscribers are homeowners.
- Newspapers can be zoned for certain geographic areas. Your newspaper representative can typically provide a zone map or zone requirements and partner with you to determine the best areas for your message.
- Preview a variety of newspaper options before selecting your final buy. Local or neighborhood papers have smaller circulation numbers but allow you to target your message to a tighter area.
- Some newspapers allow for special rates when you run the same ad more than once during a specified amount of time. This is called a “pick-up” rate and the ad usually needs to run within a 7 day period to qualify for the discounted rate.
- Ask your sales representative about discount offers for placing ads.
- Using color can increase visibility, but does add cost.
- In many markets a monthly paper is available. This may be a good option for a lesser cost.
- After you have selected the paper, discuss where in the paper your ad should appear. The Main News section is generally recommended or special interest sections where Home Improvement ads may present well. Work with your newspaper representative to understand the best place in the newspaper for your message to appear.



Quality



Beauty



Strength

Make the Move to Variform Vinyl Siding!

*Throw your paint brushes away!
Maintenance-free Variform Vinyl
Siding adds years to your home!*

- Make your siding virtually resistant to rain, salt, termites, and other insect damage.
- Forget about rust, peeling, scratching, or blistering. Can high-priced house paint offer you that?
- Variform Vinyl Siding has more colors and textures! Beautiful contemporary hues and textures that will make your home the envy of your neighborhood.

Get that rich, upscale contemporary look while you add value to your home!

*Variform® Vinyl Siding & Accessories!
There is simply no better investment
you can make in your home!*

VARIFORM®
VINYL SIDING & ACCESSORIES

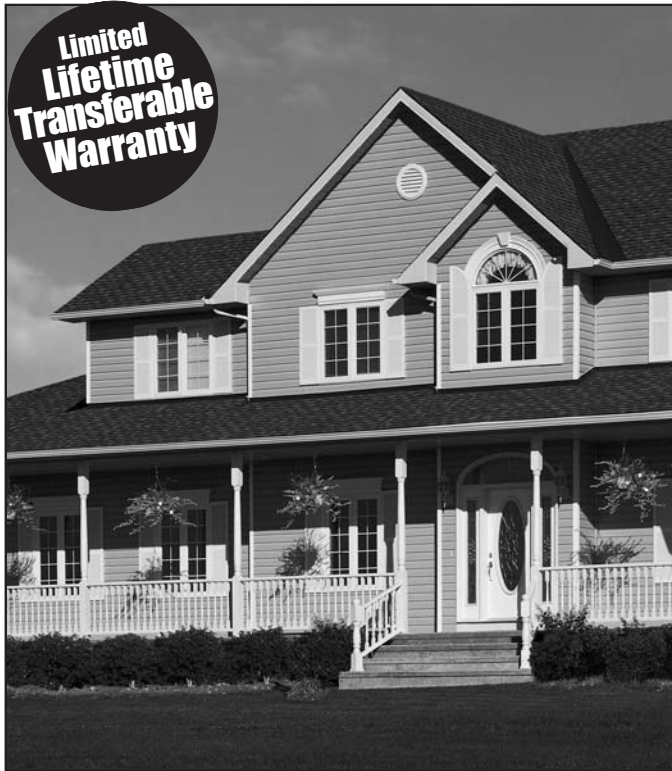
Prices as low as 0.00 ln. ft.
Dealer information goes here

3 column x 8" Black plus PMS 3298 Green

All the ad "file names" will be the same as the CD ROM file names.

Newspaper

Small Space Ads



Make the Move to Variform Vinyl Siding!

*There is simply no better investment
you can make in your home!*

VARIFORM[®]
VINYL SIDING & ACCESSORIES

Prices as low as **0.00** in. ft.
Dealer information goes here

3 column x 4" Black plus PMS 3298 Green

Variform Vinyl Siding *Quality. Beauty. Strength.*



VARIFORM[®]
VINYL SIDING & ACCESSORIES

Prices as low as **0.00** in. ft.
Dealer information goes here

1 column x 4" Black

All the ad "file names" will be the same as the
CD ROM file names.



Radio Advertising

Radio advertising is both time and cost-effective. It takes a short time to produce a radio ad, and you are able to reach a significant audience for relatively little money each time your ad is broadcast. When choosing a radio station on which to put your advertising, remember this: your target market listens most heavily to country music stations and adult contemporary stations. Most radio stations will be able to provide you with demographic/audience composition information to consider during this process.

What does it all mean? Radio buying can be a complicated process so we have included some key terms that might be helpful in your negotiations.

Important Terms to Remember:

- **Audience Composition:** The demographic or socioeconomic profile of a station's audience in terms of composition usually including the percentages of the total audience that falls into each segment. These reports can express audience characteristics by age, gender, ethnicity, income, language preference, county, etc...
- **Best Time Available (BTA)/Run of Station (ROS):** Commercials which are scheduled by the station to run at the best time available after all commitments are met—this usually means over nights and weekends.
- **Combo:** Two radio stations, operated by the same owner in the same market. A single station is frequently referred to as a standalone. Three or more commonly-owned stations are usually referred to as a cluster.
- **Donut:** The given amount of time in a generic radio advertisement for you to customize it to your needs.
- **Effective Reach:** The average number of people who will hear a commercial at least three times during a campaign.
- **Frequency:** The average number of times the same person will hear a commercial.
- **Daypart:** The time segments into which a day is divided. The main dayparts are morning (AM drive), midday, afternoon (or PM drive) and evening.
- **Equal Distribution:** Ensuring that commercials are scheduled to run in a broad time period or combination of time periods, getting equally distributed across each time period.
- **Live Read:** A commercial that is read "live" on-air by a station personality instead of being pre-recorded.
- **Added Value:** Traffic, weather, or promotional sponsorships available to you with your advertising buy. This will increase the number of impressions your company will receive at no additional cost.

Great Tip! A.M. stations likely have a home improvement talk show-this could be an excellent place to advertise for your target market.



Remember...

- Radio is cost-effective for the number of people that can be reached.
- Radio can target specific listeners based on the type of radio station.
- Ads can be produced by the radio station (pre-recorded or live reads)
- Ask for a special price if you purchase a certain amount of air-time.
- If you sponsor an event (i.e. a 5k run or Habitat for Humanity), your name will get media attention.

Key Numbers: (Based on the 2002 National Media Audit)

- 90.8% of all radio listeners own homes
- 92.9% of radio listeners plan to remodel a home in the next 12 months
- 93.2% of radio listeners have a home-improvement loan
- 93.4% of radio listeners have a secured line of credit-home equity account

Customize Your Message:

Provided in this kit is a :60 second radio spot that can be used to record or read live at the stations. This spot is designed with a customized middle and close to the ad. This is the area for you to include your key information such as years in business, contact information, promotional offers, etc... This section of the ads is called a “donut” and provides a customizable segment as part of the radio spot.

:60 Radio Script

(:60) Variform Vinyl Siding

Next time you feel like choosing up sides, choose siding---

Variform vinyl siding, for your home!

Now you can give your home a maintenance-free face lift and throw your paint brushes away forever!

Quality Variform vinyl siding and accessories offer quality beauty and strength, all at an exceptional value!

Variform vinyl siding,..it's built to last!

Make your home's siding virtually resistant to rain, salt, termites, and other insect damage. Forget about rust, peeling, scratching, or blistering. Can high-priced house paint offer you that?

Plus Variform vinyl siding has more colors!.. Beautiful contemporary hues that will make your home the envy of your neighborhood. Combine that with more profiles and textures and get that rich, upscale contemporary look while you add value to your home!

Now listen to this special offer from your Variform vinyl siding dealer:

(:40)

(:15 donut)

There is simply no better investment you can make in your home.

Variform Vinyl Siding..Call today at XXX-XXXX (:5)

:60 Radio Script

(:60) Variform Vinyl Siding

Get the latest designer look---for your home!

Now you can give your home a maintenance-free face lift and throw your paint brushes away forever with beautiful vinyl siding from Variform!

That's right-- forget about rust, peeling, scratching, or blistering while you make your home's siding virtually resistant to rain, salt, termites, and other insect damage.

Variform vinyl siding is built to last! Vinyl Siding from Variform is confidently backed by our limited lifetime transferable warranty.

Variform continues to exceed standards for quality, beauty and strength!

You can depend on siding from Variform..we have covered thousands of homes over the last four decades. We know vinyl siding! Here's a message from yur local Variform dealer.

(:40)

(:15 donut)

Variform vinyl siding and accessories offer durability, beauty and exceptional value!

There is simply no better investment you can make in your home.

Variform Vinyl Siding..Call today at XXX-XXXX (:5)



Yellow Pages

The Yellow Pages are unique because they are one of the few types of media in which the consumer is actively looking for a company to provide them with a service. This gives you and your business the opportunity to catch their eye with your ad.

Key Facts: (Knowledge Networks / Statistical Research Inc. (KN/SRI))

- 76% of all U.S. adults refer to the Yellow Pages monthly.
- 88% of those who use the Yellow Pages ultimately make or are likely to make a purchase.
- The Yellow Pages delivers an average of \$4 in profit for every \$1 invested in Yellow Pages advertising.
- Yellow Pages consumers spend an average of 25% more than non-users.

Why Advertise in the Yellow Pages?

Why have the Yellow Pages continued to grow year after year, even in a challenging economy? Research reveals that the Yellow Pages consistently provide one of the best returns on investment of any medium. As the cornerstone of an integrated marketing plan, Yellow Pages advertising also extends the reach of your other advertising buys.

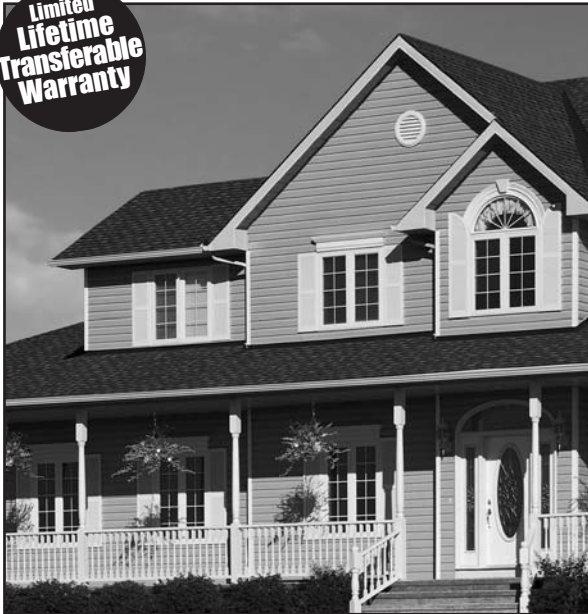
A strong presence in the Yellow Pages delivers key messages to customers at a critical stage in the purchase process - when they are actively seeking information and are ready to buy.

Remember...

- Your prospective customer is already looking for vinyl siding – make your ad stand out.
- Enclose your ad in a frame - it gives you more room to include pertinent information such as an address or phone number.

Protect Your Home. Make the Move to Variform Vinyl Siding!

Limited
Lifetime
Transferable
Warranty



Throw your paint brushes away! Maintenance-free Variform Vinyl Siding adds years to your home!

- *Make your home's siding virtually resistant to rain, salt, termites, and other insect damage.*
- *Forget about rust, peeling, scratching or blistering.*
- *Choose from a variety of colors, profiles and textures.*

Variform® Vinyl Siding & Accessories!
There is simply no better investment you can make in your home!


VARIFORM®
VINYL SIDING & ACCESSORIES

Quality. Beauty. Strength.
Prices as low as 0.00 ln. ft.
Dealer information goes here

6.5"x5.5" Black Yellow Pages ad


Yellow Pages

Small Space Ads



Variform Vinyl Siding!
*There is simply no better investment
you can make in your home!*

Dealer information goes here



VARIFORM
VINYL SIDING & ACCESSORIES

4.5"x3.5" Black Yellow Pages ad

Variform Vinyl Siding.
*There is simply no better investment
you can make in your home!*

See our listings under
Dealer information goes here

Quality. Beauty. Strength.



VARIFORM
VINYL SIDING & ACCESSORIES

3"x3" Black Yellow Pages ad



Direct Mail

Direct mail is a great way to target exactly who you want – homeowners. Cards, brochures, letters, etc. will be sent to homes that you choose – be it a certain area, consumers who have specific hobbies, or a targeted age group. The direct mail cards will introduce homeowners to your business and the VARIFORM product. The direct mailing should also include VARIFORM product line information in addition to your contact information so that they may further inquire about vinyl siding.

To carry out a direct mailing, you must first identify your target audience and their demographics. Then, research the list market to find the best fit between your criteria and the lists available. From the lists you have access to, you will choose one to purchase. Generally, these lists are for a single use, but you may arrange for an annual lease. This would allow unlimited use of the list for one year for a higher fee. Otherwise, the list owner sets a price at which to sell you a list. This price should include the base price, processing charges and shipping charges.

The list is the most important aspect of direct mail. If your direct mail does not go to people who fit your profile, you have wasted your money.

Getting to Know the Lingo:

- **Affinity group:** A demographic or psychographic classification that identifies a record or list source.
- **Attribute:** Any identifying feature used to describe a list (i.e. demographic information, size, or date of last update).
- **Bill-me order:** An order of a list allowing you to look over the product before making a purchase.
- **Buckslip:** A piece of paper that gives another offer within the package.
- **Clustering:** Targeting consumers based on detailed or general geographic, demographic, or psychographic data (i.e. names of people who are 54 years old, who enjoy tennis, or who live in Colorado).
- **Consumer list:** List made of people are grouped by a specific pattern such as buying habits.
- **Customer profile:** Your “typical customer” according to demographics and psychographics.
- **Demographics:** Descriptors such as age, income, gender, race, education level.
- **Lettershop:** A company that prepares direct mail to be distributed.
- **List broker:** A person or company that matches up list owners and the mailers who need the lists (i.e. there are companies that specialize in this service; Mailboxes Etc. loans lists and builds mailings).
- **Lifestyle selectivity:** Lists that take into consideration the consumer’s activities, interests, and hobbies.
- **Mailer:** The business who pays for a mailing.
- **NCOA:** National Change of Address; maintained and updated by the U.S. Postal Service.



- **Occupant:** Gets mail to an address no matter who lives there.
- **Psychographics:** Lifestyle characteristics such as interests, hobbies, and opinions.
- **Qualified leads:** Names of previous mailers of a certain list.
- **Standard Mail A:** New name for what was formerly known as “Third Class” or “Bulk” mail.
- **ZIP+4 code:** A 4-digit number in addition to a ZIP code that further targets who will receive a mailing.
- **Standard Mail:** a class of mail consisting of mailable matter that is not required to be mailed as First-Class Mail or is not mailed as Periodicals (www.usps.com - <http://www.usps.com/>).

Remember...

- Direct mail is most effective when it appeals to your target audience.
- You may have a database of previous customers and/or potential customers – send direct mail pieces to these homeowners.
- You can also generate your own list by collecting names at trade shows. Provide an incentive for people to sign up for, a prize perhaps, or simply collect names.
- 50% of people who receive direct mail read it immediately.
- 40% find the information they get useful.

Direct Mail

Targeted Advertising



**Make the Move to
Variform Vinyl Siding!**

- *Make your home's siding virtually resistant to rain, salt, termites, and other insect damage.*
- *Forget about rust, peeling, scratching or blistering.*
- *Choose from a variety of colors, profiles*

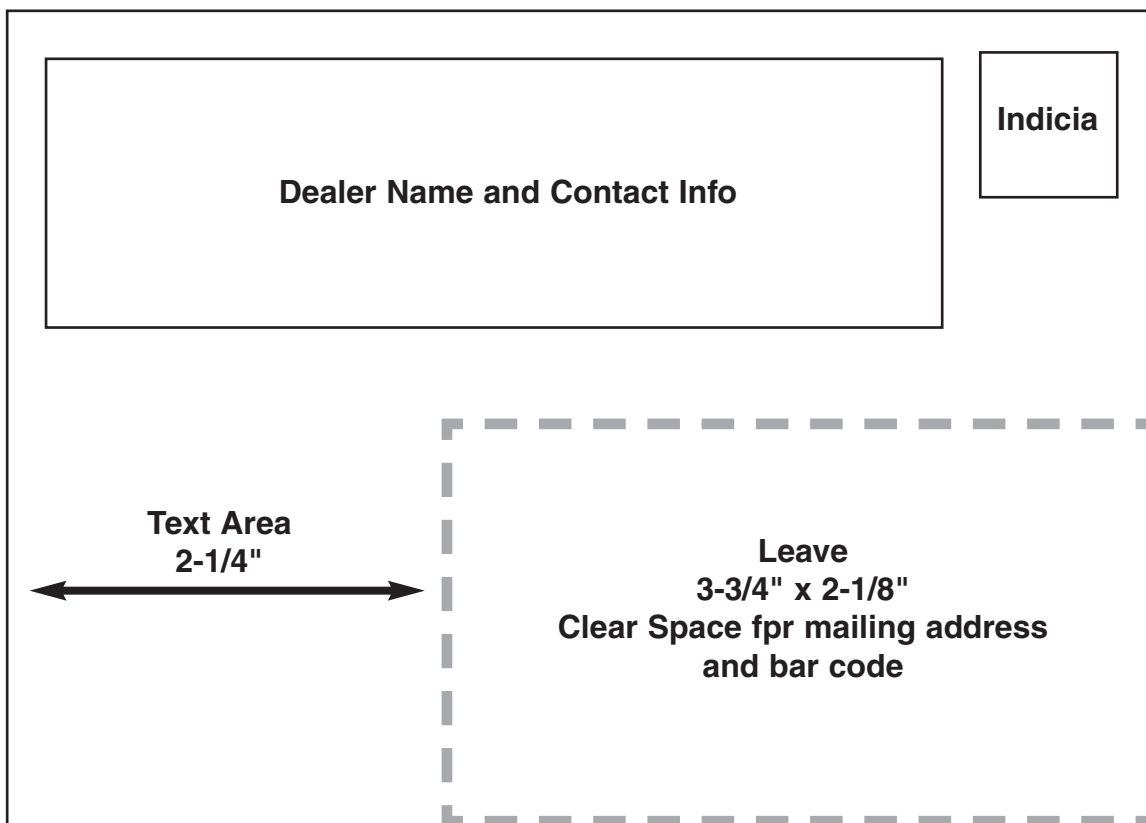
Dealer information goes here

Quality. Beauty. Strength.

There is simply no better investment you can make in your home!



TRIM FOR BLEED





Leave-Behind Advertising

The use of door hangers has proven to be very effective. You can specifically target areas, neighborhoods, or neighborhood clusters that have the kinds of homes that could use your products. You also can control the number of impressions (i.e. people who your advertising will reach) you will make on a daily, weekly, or monthly basis. For instance, if you can handle 10 new customers, you can start with distributing 100 door-hangers and see what your response rate is prior to distributing more. This is a controlled method of advertising to ensure you can handle the leads you get from your actions.

Great Tip! Take some time to distribute these in an area where you are working. Neighboring homeowners will have the great opportunity to look at your product firsthand. Maybe they had never considered vinyl siding, but after seeing the product, they become interested in this low-maintenance option for their home. This will, often times, lead to further inquiries about your business.

Remember...

- This is a great opportunity for potential customers to look at your product and your work. Using color on door hangers adds cost, but also increases the chance that homeowners will read and keep your ad.

Door Hangers

Leave-Behind Ads

Hello!

Trim
dotted
lines

Sorry to have missed you!

We are in your neighborhood installing
beautiful Variform Siding
on your neighbor's home.

Ask your neighbor or us how you can
make your home maintenance-free and
virtually resistant to rain, salt, termites,
insect damage, rust and more!

Quality. Beauty. Strength.

Prices as low as 0.00 ln. ft.
Dealer information goes here

VARIFORM[®]
VINYL SIDING & ACCESSORIES

3.75"x8.25" Black -Door Hanger

Hello!

Trim
dotted
lines

Sorry to have missed you!

We are in your neighborhood installing
beautiful Variform Siding
on your neighbor's home.

Ask your neighbor or us how you can
make your home maintenance-free and
virtually resistant to rain, salt, termites,
insect damage, rust and more!

Quality. Beauty. Strength.

Prices as low as 0.00 ln. ft.
Dealer information goes here

VARIFORM[®]
VINYL SIDING & ACCESSORIES

3.75"x8.25" Black-Door Hanger